



Attala's Docket No.: 10246-007001

2164/8
#15 (B)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Anthony D. Estes
Serial No. : 09/353,896
Filed : July 16, 1999
Title : DIRECT RESPONSE E-MAIL

Art Unit : 2765
Examiner : G. Akers

RECEIVED

AUG 21 2001

Technology Center 2100

BOX AF

Commissioner for Patents
Washington, D.C. 20231

SUPPLEMENTAL RESPONSE TO ACTION DATED MAY 16, 2001

Please amend the claims as follows:

1. [REDACTED]
(Twice amended) A machine-based method comprising:
analyzing a message to derive response information concerning a commercial transaction,
the message comprising at least part of a message sent to a customer and a response of a
customer to the message, and,
based on the derived information, automatically generating commercial transaction data
in a format that is usable to automatically complete the commercial transaction,
the message and the response being entirely email-based.

3. [REDACTED]
1.3. *Conceded* (Amended) The method of claim 1 in which the message comprises at least part of
a message sent to a customer and responses of the customer to the message.

4.8.
(Twice amended) A machine-based method comprising:

08/17/2001 FFANAEIA 00000040 09353096

01 TC:200

144.00 OP

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being
deposited with the United States Postal Service as first class mail with
sufficient postage on the date indicated below and is addressed to the
Commissioner for Patents, Washington, D.C. 20231.

August 14, 2001

Date of Deposit

Signature

Lesley J. Arcidy

Typed or Printed Name of Person Signing Certificate